

Service King accelerates expansion and boosts network performance with Silver Peak SD-WAN and Dell Networking solutions

Customer profile



Company	Service King
Industry	Automotive
Country	United States
Website	www.serviceking.com

Products

- [Aerohive AP250 802.11ac access points](#)
- [Aerohive HiveManager NG](#)
- [Dell Networking W-Series access points and controllers](#)
- [Dell Networking N2048 1GbE switches](#)
- [Dell Networking S-Series switches](#)
- [Silver Peak Unity EdgeConnect SD-WAN Solutions](#)

Technology challenge

Service King Collision Repair Centers wanted to support rapid growth and excellent customer service by enhancing its network to accelerate expansion, quickly bring new locations online, realize cost savings, and increase performance, redundancy, and security.

Solution

The company implemented a Silver Peak SD-WAN solution to go with its Dell Networking technologies across its 300+ locations and also plans to add a Dell Aerohive wireless solution.

Service King Collision Repair Centers is in the midst of impressive business growth and expansion. As one of the largest operators of high-quality collision repair service centers in the U.S., Service King has grown from 49 locations in 2012 to more than 300 today.

To keep pace with this fast expansion, the company implemented Dell server and storage technologies and a Dell wired and wireless networking infrastructure, featuring Dell Networking S-Series switches in the data center with Dell Networking N2048 switches in multiple repair centers. By upgrading its network from 1GbE to 10GbE, the company increased application performance by 300 percent and shortened customer wait times. To complete the upgrade, the company installed 360 Dell Networking W-Series access points, which doubled wireless coverage in its shops.

Recently, Service King was interested in expanding its partnership with Dell. "We are always looking for ways to improve our network," says Jody Cantello, network infrastructure manager for Service King. "We wanted more resiliency through redundant connections and improved security with encryption. Additionally, we're always striving to reduce our overall costs."

To meet these business needs, the organization began evaluating software-defined wide area network (SD-WAN) solutions. During this evaluation, Dell introduced Service King to Silver Peak, a leading SD-WAN solution provider. "We already had a strong relationship with Dell, and this was a natural extension of that," says Derek Kramer, CIO of Service King. "Dell already knew our business and made sure Silver Peak was a good fit with our culture here. Dell also offered

strong support for Silver Peak products. And Silver Peak went out of its way to ensure we were comfortable with the technology, by assisting us with a proof of concept and giving us confidence in the product's roadmap for the future."

Service King worked closely with Dell and Silver Peak to implement a Silver Peak Unity EdgeConnect SD-WAN appliance at each Service King collision repair center, completely phasing out the chain's previous MPLS network with a broadband-only WAN. Using SD-WAN as the gateway for the network subnet, Silver Peak is able to route traffic across several internet connections to deliver high performance and provide connectivity redundancy.

To further support its business expansion, Service King began enhancing its wireless networking solution by testing a wireless solution from Dell partner Aerohive Networks. "We wanted an additional wireless solution with excellent performance

"Setting up networks at new locations only takes half the time because of the performance improvements we get with the Dell and Silver Peak technologies. That will help us grow even faster."

Jody Cantello, Network Infrastructure Manager, Service King





Dell Networking N2048 switches

and management capabilities, while still offering extensive range, and Aerohive was the best fit," says Cantello. Service King is testing Aerohive AP250 access points along with HiveManager NG, the solution's cloud management platform. The company is running the access points on its Dell Networking N2048 switches. Cantello says, "We plan to use HiveManager NG to manage our wired and wireless networks, which will greatly simplify management of the environment." HiveManager NG, along with the Dell Networking N2048 switches, will provide PoE capability to the company's 300 Aerohive access points.

Business Benefits

- **Boosts network and application performance at more than 300 locations.**

Service King has been able to significantly increase network performance by deploying broadband throughout the company. "Our collision repair centers have seen a huge improvement in network performance with the Silver Peak and Dell solutions," Cantello says. "We used to have a strain on the network during peak times on Fridays and Mondays, which impacted application performance. Those problems have gone away since we started sending most of our traffic over a broadband connection."

- **Improves system uptime.**

Service King has been able to increase overall system uptime with its new solutions. "We can load-balance across multiple internet connections with the SD-WAN solution, and that has helped significantly reduce business-impacting application timeouts," says Kramer. "Traditionally, our teammates experienced numerous timeouts during peak days, since we deployed the Silver Peak appliances the number of instances has been reduced dramatically. As a result, our teammates experience less system latency and downtime, and are better equipped to serve our customers."

- **Enables double-digit cost reduction.**

The company is realizing dramatic cost savings by using its Silver Peak appliances and Dell Networking technologies. "We are seeing a double-digit decrease in the amount we spend on telecommunications at the locations where we've deployed Silver Peak," says Cantello. "We expect that level of cost reduction to continue each year as we rely more and more on broadband throughout our company."

- **Improves security and redundancy.**

With the Silver Peak solution, Service King now has edge-to-edge encryption and WAN-hardening security features. "We have the point-to-point encryption we needed for our growing network with the Silver Peak SD-WAN solution," says Cantello. "This solution gives us a higher level of encryption so we can grow the company securely." The company also has enhanced redundancy. "We have seen quite a few powerful storms move through recently, and many of our shops would have gone down using the previous MPLS connections we had in place," says Cantello. "With the broadband connections, our locations stayed up during the storms, and we didn't miss any business."

- **Supports future growth.**

Service King is better prepared to accelerate the opening of new locations with its Dell and Silver Peak solution. "Setting up networks at new locations only takes half the time it used to because of the performance improvements we get with the Dell and Silver Peak technologies," says Cantello. "That will help us grow even faster."



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